

CLAIMS:

1. A R-Fe-B base rare earth permanent magnet material consisting of, in percents by weight,

5 R 25 to 45 wt%,
 Co 0.1 to 4.5 wt%,
 B 0.8 to 1.4 wt%,
 Al 0.05 to 3.0 wt%,
 Cu 0.02 to 0.5 wt%,
10 M 0.03 to 0.5 wt%,
 C 0.01 to 0.5 wt%,
 O 0.05 to 3.0 wt%,
 N 0.002 to 0.1 wt%,
 F 0.001 to 2.0 wt%,

15 with the balance of Fe and incidental impurities, wherein R is at least one element selected from the group consisting of Nd, Pr, Dy, Tb and Ho, and M is at least one element selected from the group consisting of Zr, Hf, Ti, Cr, Nb, Mo, Si, Sn, Zn, V, W and Cr.

20 2. The R-Fe-B base rare earth permanent magnet material of claim 1, having a F content of 0.005 to 1.5 wt%.

25 3. The R-Fe-B base rare earth permanent magnet material of claim 2, having a F content of 0.008 to 1.0 wt%.